



Year in Review 2018: Donna Sirianni, Moving Forward Seminars, Inc.

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Name & Title: Donna Sirianni, Founder/CEO

Company Name: Moving Forward Seminars, Inc.

Address: 78 Riviera Dr. South, Massapequa NY 11758

Website: www.MovingForwardSeminars.com

Social Media:

LinkedIn: Donna Sirianni

Facebook: Moving Forward Seminars, Donna Ciminna Sirianni

What was your most notable project, deal, transaction or professional achievement in 2018?

Coming up with the concept of “interactive sponsorship” and implementing it in our “Real Estate Power Program”. I’ve worked with large named real estate companies this year and I’m proud of the pipeline I have going into 2019. I put a lot of time energy and effort every day this year to create momentum going to the next level. I also got interviewed by the New York Real Estate Journal (you guys!) and published as “Executive of the Month!” That was exciting and I’m grateful for that!

What was the best decision that you made in 2018 and how did it impact your business?

To commit to consistency. That was the one thing I needed to crush. So, every single day, no matter how busy I was or how late it was, I worked on calling people I know who could introduce me to people who they felt would benefit from what I do, as well as getting myself out there to functions and connecting with other business owners and decision makers offering to help them however I could. (I made consistency charts and everything—no excuses!) This is when my business really took off. Relationships are everything.

What market trend(s) will impact your industry in 2019?

I think personal development and mindset as it pertains to your success is never a trend. It is the

foundation every person needs to work on mastering on a consistent basis. How you think and the actions you take based on your thoughts is the foundation to move yourself forward in ANY business. I am fortunate that my business in helping people to succeed is also my passion.

What was an unexpected event that occurred in 2018, and how did it impact your career or personal life?

No unexpected events this year. However, I know for sure they come up-that's life. So the best thing I can do is ride the wave of being in a positive place both personally and professionally and being grateful for where I am right now without being thrown completely off course by something that may come up in the future. Stick and move. Stick and move. Reflect, learn and keep going!

Do you have any New Year's Resolution(s)?

Every year I do a reflection of my business and life. What did I accomplish? What new initiatives worked? Which didn't and what can I learn from that going into the new year? Then I set my goals for the new year...just outside the box of what I think I could do in order to push myself. However, I make "new year's resolutions" any time of the year I feel like it. If I only did it in December, that would be considered the norm...and I want to do things differently.

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